

**ACTION MINUTES  
LYNNWOOD TOURISM ADVISORY COMMITTEE  
Annex Conference Room  
August 13, 2015  
7:45 AM**

**10. Call to Order**

Chairperson Simmonds called the meeting to order at 7:48 AM.

**20. Roll Call**

**Committee Members present:**

Chairperson Simmonds  
Committee Member Borg-Leon  
Committee Member Dull  
Committee Member Finch  
Committee Member Klein  
Committee Member Mueller  
Committee Member Spain

**Staff:**

David Kleitsch, Economic Development Director  
Mary Monroe, Tourism Manager  
Christy Murray, Administrative Assistant

**Guests:**

Chris Wager, Economic Development Intern

**Committee Members absent:**

Committee Member Shrestha

**30. Approval of Minutes**

**30.1 Minutes of February 12, 2015**

Committee Member Dull moved to approve the minutes of February 12, 2015, Committee Member Borg-Leon seconded the motion. The motion passed unanimously.

**30.2 Minutes of Joint Board and Commission Meeting, May 19, 2015**

Committee Member Spain moved to approve the minutes of the Joint Board and Commission Meeting on May 19, 2015, Committee Member Klein seconded the motion. The motion passed unanimously.

**40. Written Communications**

None

**50. Public Comments**

Chris Wagar introduced himself as the summer intern for the Office of Economic Development.

**60. Reports from Committee Members**

Committee Member Spain provided an update on the Snohomish County Tourism Bureau's tourism promotion efforts including: a map of East County highlighting back road access and points of interest; the new hiking guide; and ambient advertising and visitor guide distribution at the Everett Mall. Committee Member Spain also reported that the SCTB is

requesting funding from the TPA to support staffing and activities of the Snohomish County Sports Commission to continue marketing efforts in 2016. Upcoming sporting events hosted in Snohomish County include ice skating, badminton, USA tennis and USA archery tournaments.

Committee Member Spain informed the committee that Bill Rode from 360 Hotel Group has joined the SCTB Board of Directors. She also reported that the summer open houses at the Heritage Park Visitor's Information Center have been successful with 30-40 visitors at each event.

Committee Member Dull reported on the status of the bond refunding for the Lynnwood Public Facilities District. He reported that the bond has been refinanced at a lower interest rate. Interest savings will be used to enhance the PFD property. He hopes to provide an update of property enhancement plans next year.

Committee Member Spain commended the Lynnwood Convention Center on their new partnership with the Shack Art Center to coordinate the rotating art displays at the Lynnwood Convention Center.

Committee Member Dull invited the Committee members and guests to attend an Artist Reception to be held September 22, 2015 at the Lynnwood Convention Center. He also encouraged Committee members to attend the LCC 10 year anniversary event scheduled for September 9, 2015.

Committee Chair Simmonds informed the committee that open public meeting training will be needed. Tourism Manager Monroe informed the Committee that she has been working on different training options and training will be included in a future meeting.

Committee Member Klein informed the Committee that Alderwood mall continues to be highly occupied. General Growth Properties is working with potential tenants, including one to occupy the Coldwater Creek space. The new tenants will further improve the merchandising mix at the mall.

Guest Wager shared the new dining map brochure with the Committee. The brochure highlights City Center dining options within walking distance of the Lynnwood Convention Center, and will be distributed to attendees of events that do not have lunch service.

## **70. Resolutions and Action Items**

None

## **80. Staff Reports**

### **80.1 Lodging Metrics Annual Summary**

Tourism Manager Monroe presented the Mid-Year Review to the committee. For the first six months of 2015, occupancy decreased, but all other lodging metrics have continued to improve: Average Daily Rate (ADR) is up 7.4%; and Revenue Per Available Room (RevPAR) is up 4.5%, which is the highest it has been since 2008 for the six month average. Tourism Manager Monroe informed the committee that increased revenue is the result of newer, updated properties commanding higher rates throughout Snohomish County, while remaining competitive to the higher rates in Seattle.

Tourism Manager Monroe informed the committee that all website analytics have significantly improved over the first six months of 2015. This is attributed to the revised website design, enhanced Google Adwords, and a more active Facebook campaign.

Tourism Manager Monroe reported that the City of Lynnwood received \$348,058 in lodging tax distributions in the first six months of 2015, a 36% increase over the first six months of 2014. Tourism Manager informed the Committee that total projected lodging tax revenues for FY2015 are estimated to be approximately \$930,000, which is 56% above budget.

### **80.2 Director's Report**

Director Kleitsch reported that the Hilton Garden Inn, located across from the Lynnwood Convention Center on 196<sup>th</sup> St SW, has submitted for their building permits, and permits should be issued in summer 2015.

Director Kleitsch informed the committee the Days Inn has become the King Suites Inn. Director Kleitsch also reported that the Homewood Suites on Alderwood Mall Parkway was sold to RLJ Lodging trust for \$37.9 million in July 2015.

Director Kleitsch informed the committee that a hotel booking engine has been added to the LynnwoodTourism.com website allowing visitors to search and book hotels directly through the website.

## **90. General Discussion**

None

## **100. Adjournment**

Committee Member Klein moved to adjourn the meeting. Committee Member Mueller seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:57 AM.

**Next Meeting:** The next LTAC/TAC meeting is scheduled for October 15, 2015